

TERESA PEREZ

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Publicity ∞ Public Relations ∞ Events Planning ∞ Advertising ∞ Promotions

Education **Bachelor of Arts in Communications, Public Relations Track, May 2020**

Albright College | Reading, PA

- Communications GPA: 3.8/4.0; Cumulative GPA: 3.6/4.0
- *Lambda Pi Eta* National Communication Honor Society Member
- Dean's List; Edward Bloustein Scholarship Recipient

Related Courses

- Public Relations Writing
- Multiplatform Writing
- Public Speaking
- System of Free Expression
- Public Relations & Advertising Research
- Mass Media and Society
- Computer Graphics
- Illustration and Design

Related Experience **Advertising Editor, September 2018 – May 2020**

The Albrightian | Albright College, Reading, PA

- Communicate with potential and current campus and community advertisers for college newspaper via email, telephone and in person, informing them of benefits and costs, and assisting with layout design of advertisements

Promotional Assistant, May – August 2019

WKTU-FM | Jersey City, NJ

- Collaborated with multiple departments to create and execute promotional events from inception of idea and advertising to equipment set up
- Interacted with clients and listeners, assuming responsibility and accountability for assignments and tasks
- Prepared contest rules, waivers and release forms for air, digital, social media and remote promotional contests requiring critical thinking and written communication skills
- Contacted on-air and online winners, completed paperwork, and prize fulfillment in a timely and efficient manner, maintaining accurate prize inventory and database of winners

Public Relations Assistant, June – August 2018

Keansburg Amusement Park | Keansburg, NJ

- Coordinated over 25 events for groups requiring excellent organizational skills and ability to communicate effectively with catering, set-up staff, equipment rental agencies, and clients resulting in consistent event success
- Planned and implemented internal event with corporate office to benefit and recognize over 250 employees insuring event went smoothly and under budget
- Completed weekly inventory of event merchandise and ordered new supplies requiring strong attention to detail and analytical skills
- Tracked registration and attendance using Excel for billing purposes

Additional Experience **Hostess/Server, November 2017 – Present**

Chili's Bar and Grill | Holmdel, NJ and Wyomissing, PA

- Manage orders for over ten tables in a friendly and efficient manner
- Organize customer seating chart and assign tables evenly to servers to ensure timely service

Volunteer Experience **Animal Enrichment Volunteer, September 2018 – August 2019**

Humane League of Berks County | Reading, PA

Skills

Microsoft Word, Excel, Publisher, PowerPoint; Adobe Photoshop; Google Analytics; Hootsuite; LinkedIn; Facebook; Twitter; Instagram; Snapchat; WordPress; search engine optimization